WHAT IS CLAIMED IS:

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1. An image display apparatus which comprises a display device that displays an image to be presented to a passenger on a vehicle on a front windshield portion of the vehicle, comprising:

vehicle measurement unit adapted to measure a position and azimuth of the vehicle on a world coordinate system;

head measurement unit adapted to measure a

10 position of a head of the passenger on the vehicle on a

coordinate system defined in the vehicle; and

control unit adapted to control the display device to display the image at a position according to the position and azimuth of the vehicle measured by said vehicle measurement unit, and the position of the head measured by said head measurement unit, on the front windshield portion.

- The apparatus according to claim 1, wherein said
 vehicle measurement unit comprises external world image sensing unit adapted to sense an image of an external world of the vehicle.
- 3. The apparatus according to claim 2, wherein said vehicle measurement unit calculates positions of indices in the image, which are included in the image of the external world sensed by said external world

image sensing unit, and measures the position and azimuth of the vehicle on the world coordinate system on the basis of the calculated position.

- 5 4. The apparatus according to claim 2, wherein said vehicle measurement unit further comprises rotational velocity measurement unit adapted to measure rotational velocities of right and left rear wheels of the vehicle, and
- positions of indices in the image, which are included in the image of the external world sensed by said external world image sensing unit, and measures the position and azimuth of the vehicle on the world coordinate system on the basis of the calculated positions, and the rotational velocities measured by said rotational velocity measurement unit.
- 5. The apparatus according to claim 1, wherein said
 head measurement unit comprises head image sensing unit
 adapted to sense an image of the head of the passenger
 on the vehicle, and

said head measurement unit calculates positions of indices in the image, which are included in the image of the head of the passenger sensed by said head image sensing unit, and measures the position of the head of the passenger on the vehicle on the coordinate

system defined in the vehicle on the basis of the calculated positions.

- 6. The apparatus according to claim 1, wherein the image is an image indicating navigation information.
 - 7. The apparatus according to claim 1, wherein said vehicle measurement unit measures the position and azimuth of the vehicle using a nonholonomic constraint.

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- 8. A measurement apparatus which is mounted on a vehicle and is used to measure a position and azimuth of the vehicle on a world coordinate system, comprising:
- external world image sensing unit adapted to sense an image of an external world of the vehicle;

position calculation unit adapted to calculate positions of indices in the image, which are included in the image of the external world sensed by said external world image sensing unit; and

position/azimuth measurement unit adapted to measure the position and azimuth of the vehicle on the world coordinate system on the basis of the positions of the indices in the image calculated by said position calculation unit.

- 9. The apparatus according to claim 8, further comprising rotational velocity measurement unit adapted to measure rotational velocities of right and left rear wheels of the vehicle, and
- said position/azimuth measurement unit measures
 the position and azimuth of the vehicle on the world
 coordinate system further using the rotational
 velocities measured by said rotational velocity
 measurement unit.

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10. A measurement apparatus which measures a position and orientation of an image sensing device or an object sensed by the image sensing device by detecting indices on an image of the object sensed by the image sensing device, comprising:

an index selection unit adapted to select indices which are to be observed on the sensed image without being occluded,

wherein the position and orientation of the image

20 sensing device or the object sensed by the image

sensing device are measured on the basis of information

of the selected indices.

11. The apparatus according to claim 10, wherein said25 index selection unit comprises:

index information holding unit adapted to hold information associated with each index; and

occlusion determination unit adapted to determine a presence/absence of occlusion of each index on the basis of the information associated with each index held by said index information holding unit, and

said index selection unit selects indices which are determined to be free from occlusion.

- 12. The apparatus according to claim 11, wherein said index information holding unit holds at least
- position/orientation information of the image sensing device or the object upon sensing a template used to detect each index, and

said occlusion determination unit determines the presence/absence of occlusion by comparing the

- position/orientation information of the image sensing device or the object held by said index information holding unit, and estimated values of a position and orientation of the image sensing device or the object.
- 20 13. The apparatus according to claim 11, wherein said index information holding unit holds at least information associated with a direction of each index, and

said occlusion determination unit determines the

25 presence/absence of occlusion by comparing the
information associated with a direction of each index
held by said index information holding unit with an

estimated value of a direction of the image sensing device.

14. The apparatus according to claim 11, wherein said index information holding unit holds at least a position of each index, and

said occlusion determination unit determines the presence/absence of occlusion on the basis of the position of each index, estimated values of a position and orientation of the image sensing device, and shape information of a real space.

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15. An image display method executed by an image display apparatus which comprises a display device that displays an image to be presented to a passenger on a vehicle on a front windshield portion of the vehicle, comprising:

a vehicle measurement step of measuring a position and azimuth of the vehicle on a world coordinate system;

a head measurement step of measuring a position of a head of the passenger on the vehicle on a coordinate system defined in the vehicle; and

a control step of controlling the display device

to display the image at a position according to the

position and azimuth of the vehicle measured in the

vehicle measurement step, and the position of the head

measured in the head measurement step, on the front windshield portion.

16. A measurement method which is mounted on a vehicle and is used to measure a position and azimuth of the vehicle on a world coordinate system, comprising:

an external world image sensing step of sensing an image of an external world of the vehicle using an image sensing device;

a position calculation step of calculating positions of indices in the image, which are included in the image of the external world sensed in the external world image sensing step; and

a position/azimuth measurement step of measuring the position and azimuth of the vehicle on the world coordinate system on the basis of the positions of the indices in the image calculated in the position calculation step.

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17. A measurement method which measures a position and orientation of an image sensing device or an object sensed by the image sensing device by detecting indices on an image of the object sensed by the image sensing device, comprising:

an index selection step of selecting indices which are to be observed on the sensed image without being occluded,

wherein the position and orientation of the image sensing device or the object sensed by the image sensing device are measured on the basis of information of the selected indices.

18. The method according to claim 17, wherein the
10 index selection step comprises:

an index information holding step of holding information associated with each index in a memory; and

an occlusion determination step of determining a presence/absence of occlusion of each index on the basis of the information associated with each index

the index selection step includes a step of selecting indices which are determined to be free from occlusion.

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held by the memory, and

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19. The method according to claim 18, wherein the memory holds at least information associated with a direction of each index, and

the occlusion determination step includes a step

25 of determining the presence/absence of occlusion by

comparing the information associated with a direction

of each index held by the memory with an estimated value of a direction of the image sensing device.

- 20. A program for making a computer function as an image display apparatus of claim 1.
- 21. A program for making a computer function as a measurement apparatus of claim 8.
- 10 22. A program for making a computer execute an image display method of claim 15.
 - 23. A program for making a computer execute a measurement method of claim 16.

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- 24. A computer readable storage medium storing a program of claim 20.
- 25. An information processing method which comprises
 20 a detection step of detecting a position of an index in
 a sensed image sensed by image sensing unit adapted to
 sense an image of a real space where the index is laid
 out, and a first calculation step of calculating a
 coordinate position of the index upon projecting the
 25 index in the real space onto the sensed image on the
 basis of the position of the index in the real space
 and a position and orientation of the image sensing

unit when at least one of the position of the index in the real space and the position and orientation of the image sensing unit is obtained based on a measurement, and executes a process for determining correspondence between indices at coordinate positions with a smaller distance on the basis of coordinate positions of indices detected in the detection step and the coordinate position calculated in the first calculation step on the sensed image, comprising:

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a second calculation step of calculating a value using a normal vector to an index of interest, and a visual axis vector of the image sensing unit; and

a determination step of determining, on the basis of a range of the value calculated in the second calculation step, whether or not the process for calculating the coordinate position of the index of interest on the sensed image in the first calculation step is to be executed,

wherein when it is determined in the

20 determination step that the process for calculating the
coordinate position of the index of interest on the
sensed image in the first calculation step is to be
executed, the process for determining correspondence
between indices at coordinate positions with a smaller

25 distance is executed based on the coordinate position
of the index of interest calculated in the first

calculation step and the coordinate positions of the indices detected in the detection step.

- 26. The method according to claim 25, wherein the second calculation step includes a step of calculating an angle the normal vector of the index of interest makes with the visual axis vector of the image sensing unit or a value based on the angle.
- 10 27. The method according to claim 26, wherein the determination step includes a step of determining that the process for calculating the coordinate position of the index of interest on the sensed image in the first calculation step is to be executed when the angle is $90^{\circ} + \alpha \ (\alpha \ge 0)$.
 - 28. The method according to claim 25, further comprising:
- a correction step of correcting the position and orientation of the image sensing unit using a distance between the coordinate position calculated in the first calculation step and the coordinate position detected in the detection step of the determined corresponding indices;
- 25 a virtual space image generation step of generating an image of a virtual space using the

position and orientation corrected in the correction step; and

a composition step of compositing and outputting the image of the virtual space generated in the virtual space image generation step and the sensed image sensed by the image sensing unit.

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29. An information processing apparatus which comprises image sensing unit adapted to sense an image 10 of a real space where an index is laid out, detection unit adapted to detect a position of the index in a sensed image sensed by the image sensing unit, and first calculation unit adapted to, when at least one of a position of an index in the real space and a position 15 and orientation of the image sensing unit is obtained based on a measurement, calculating a coordinate position of the index upon projecting the index in the real space onto the sensed image on the basis of the position of the index in the real space and the 20 position and orientation of the image sensing unit, and executes a process for determining correspondence between indices at coordinate positions with a smaller distance on the basis of coordinate positions of indices detected by the detection unit and the 25 coordinate position calculated by the first calculation unit, on the sensed image, comprising:

second calculation unit adapted to calculate a value using a normal vector to an index of interest, and a visual axis vector of the image sensing unit; and

determination unit adapted to determine, on the basis of a range of the value calculated by said second calculation unit, whether or not the process for calculating the coordinate position of the index of interest on the sensed image by the first calculation unit is to be executed,

that the process for calculating the coordinate position of the index of interest on the sensed image by the first calculation unit is to be executed, the process for determining correspondence between indices at coordinate positions with a smaller distance is executed based on the coordinate position of the index of interest calculated by the first calculation unit and the coordinate positions of the indices detected by the detection unit.

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- 30. A program for making a computer execute an information processing method of claim 25.
- 31. A computer readable storage medium storing a25 program of claim 30.

- 32. An identification method of an index used to measure a position and orientation of an image sensing device for sensing an image of a real space, comprising:
- a position/orientation measuring step of measuring roughly a position and orientation of the image sensing device;

an image sensing step of sensing an image of a real space including an index using the image sensing to device;

- a first image coordinate calculation step of calculating coordinate of the index, which is included in the image of the real space obtained in the image sensing step, in the obtained image; and
- a second image coordinate calculation step of calculating a position of the index in a sensed image sensed by the image sensing device, whose position and orientation are obtained in the position/orientation measuring step,
- wherein the index is identified on the basis of
 the coordinate of the index calculated in the first
 image coordinate calculation step, the coordinate of
 the index calculated in the second image coordinate
 calculation step, and relationship between a visual
 axis vector of the image sensing device obtained in the
 position/orientation measuring step and a normal vector
 of the index.

- 33. An identification method of an index used to measure a position and orientation of an object in a real space, comprising:
- a position/orientation measuring step of measuring roughly a position and orientation of the object;

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an image sensing step of sensing an image of the object using an image sensing device, which is fixed in position;

- a first image coordinate calculation step of calculating coordinate of an index, which is included in the image of the object obtained in the image sensing step, in the obtained image; and
- a second image coordinate calculation step of calculating a position of the index in a sensed image sensed by the image sensing device, on the basis of position and orientation are obtained in the position/orientation measuring step,
- wherein the index is identified on the basis of the coordinate of the index calculated in the first image coordinate calculation step, the coordinate of the index calculated in the second image coordinate calculation step, and relationship between a visual axis vector of the image sensing device obtained in the position/orientation measuring step and a normal vector of the index.

- 34. An identification method of an index used to measure a position and orientation of an object in a real space, comprising:
- a first position/orientation measuring step of measuring roughly a position and orientation of the object;
 - a second position/orientation measuring step of measuring roughly a position and orientation of an image sensing device which senses the object;

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- an image sensing step of sensing an image of the object using the image sensing device;
- a first image coordinate calculation step of calculating coordinate of an index, which is included in the image of the object obtained in the image sensing step, in the obtained image; and
 - a second image coordinate calculation step of calculating a position of the index in a sensed image sensed by the image sensing device, on the basis of a position and orientation of the object with reference to the image sensing device, or of the image sensing device with reference to the object, which is obtained in the first and second position/orientation measuring step,
- wherein the index is identified on the basis of the coordinate of the index calculated in the first image coordinate calculation step, the coordinate of

the index calculated in the second image coordinate calculation step, and relationship between a visual axis vector of the image sensing device obtained in the second position/orientation measuring step, and a normal vector of the index obtained in the first position/orientation measuring step.